

Pennsylvania's Export Marketing Assistance



Pennsylvania Export Marketing Assistance



Office of International Business Development within Pa's Department for Community and Economic Development provides assistance to exporting companies in a three tier approach

- Regional Export Networks
- Center for Trade Development
- Authorized Trade Representatives

REN Regions



Regional Export Network Partners consist of:



seven Local Development Districts
two World Trade Centers
Small Business Development Center

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RENs Provide Export Technical Assistance

- Shipping and Documentation, Tariff Classifications, Standards / Regulatory Requirements and Export Licensing Requirement, Export Price Quotations and Terms of Sale / Payment Methods, Packaging, Compliance
- Training and networking events and technical training events
 - INCOTERMS
 - ITAR
 - EXIM Bank financing

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Pennsylvania's Authorized Trade Representatives

> ready > set > succeed



The Regional Export Network (REN) serves as a liaison in between PA companies and 21 PA trade offices strategically located throughout the world.

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Pennsylvania International Week (PIW)

Pennsylvania's ATR's meet with companies seeking foreign market intelligence, agents and distributor candidates, industry and government contacts, as well as on-the-ground assistance when visiting these markets.

One on one meetings with companies interested in exporting to the countries the ATR represents

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Work Order defines the procedure, flow, and parties involved in the issue. It provides tool for on-line tracking and completion of requests.

The work order is a formal request by a PA company, deemed export ready by REN, for a specific service offered by Authorized Trade Representative in one of the 21 the Foreign Trade Office.

Pennsylvania Department of Community & Economic Development
Center for Trade Development

gennsylvania PA
INTERNATIONAL BUSINESS DEVELOPMENT

Work Order

Company Information

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Web _____

FEIN # _____ County U.S.A. _____ Region _____

Type of Business _____ Year Established _____ Number of Employees _____

Manufacturer _____ Annual Sales _____ Export Sales in U.S. \$ _____ New to Export? Yes No

-- Select Range --

Company Contact for this Request _____ Title _____

E-mail _____

Product or Service Profile

Insert a short description of your company's products or services.

Significant Features of Product or Service

Describe the competitive advantages of your products or services.

Overall International Business Objectives

Check all that apply to your company.

<input type="checkbox"/> Agents / Representatives	<input type="checkbox"/> Research / Development
<input type="checkbox"/> Direct Purchase	<input type="checkbox"/> Sales Leads / Contacts
<input type="checkbox"/> Distributors	<input type="checkbox"/> Strategic Alliance / Prospects
<input type="checkbox"/> Intermediate Sales	<input type="checkbox"/> Technology / Acquisitions
<input type="checkbox"/> Joint Venture / Partner	<input type="checkbox"/> Technology Transfer
<input type="checkbox"/> Licenses	<input type="checkbox"/> Tender / Offer
<input type="checkbox"/> Marketing Alliances	
<input type="checkbox"/> Product Development	

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Services offered by Foreign Trade Offices:

Company new to Exporting / new to the Market

- Market Entry Strategy
- Market Overview / Product Review
- Competitive Analysis/Pricing Evaluation
- Certification / Standards / Regulatory Requirements

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Exporting Company

- Agent/Distributor Search
- Joint Venture Partner search
- Trade Lead Assistance
- Industry Contact / Trade Shows
- Foreign Company Background Check

International Business Trip Support

- In-country appointments
- In-country Logistics Assistance
- Trade Event Assistance

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International Program is subject to annual performance goals.

- Active Clients
- New Clients
- Export Actions (e.g. Trade Show / Mission Participation, Foreign Distributor/Agent Agreement, JV or Licensing Agreement, Meetings Abroad)
- Number of Exporting Companies
- Value of Export Sales
- Number of Work Orders Issued

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Center for Trade Development

- The Commonwealth supports participation in international trade events
- All PA companies welcome
- Reduced fees at major trade shows
- Turnkey trade show exhibits
- Individualized assistance in foreign markets

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- Center for Trade Development has taken advantage of federal opportunities to provide additional assistance and services to the Commonwealth's exporting companies
 - Small Business Administration's State Trade and Export Promotion grant
 - Economic Development Administration Grant to promote Tech companies interested in Exporting

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Global Access Program (GAP)

- Annual award up to \$ 5,000 matching funds per fiscal year.
- Applicable for: Overseas Trade Show Participation, Overseas Trade Mission Participation, Foreign Market Sales Trip, Domestic Trade Show Participation (intl. focus), Subscription to USDOC services, Independent Consultant Assistance (CE Mark, CSA, ISO, REACH, CITRA, etc.), Export Training Workshops, Product Certification (CE Mark, CSA, ISO, etc.), International Marketing Media Design, Website Internationalization, Marketing Literature Translation

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Center for Trade Development Expert Hotline

CTD contracted with Team Worldwide, TÜV Rheinland, and Cohen and Crigsby to offer export counseling and compliance advice.

- Team Worldwide will offer counseling of export controls, letter of credits, Free Trade Agreements, and more.
- TÜV Rheinland will offer expertise in product certification requirements for foreign market access such as CE mark, WEEE, RoHS, REACH, EMC, CCC mark, etc.
- Cohen and Crigsby will offer legal council on international trade related questions.

Services of Expert Hotline are available free-of-charge and are funded in part by a grant from the U.S. Economic Development Administration.

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Results

In FY2012, the RENs, ATRs and the CTD provided assistance to 284 clients

Export sales of \$831,000,000.00

Created 6,897 jobs

Supported 18 trade missions